

# Public Health Pulse

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WINTER 1999

## UPHA Looking Forward to an Active 1999

*Lloyd Berentzen, President*

The Board and Executive Committee of the Utah Public Health Association hope that you have enjoyed the holidays and wish every member a very prosperous and happy new year. It is with great anticipation that we look forward to 1999 and the opportunities that are before us. There is a great deal of activity going on within the organization. The following are a few items you might be interested in knowing about.

- The **UPHA Web site** is taking shape. This electronic medium is not only being used for disseminating information but is also being used as a planning tool for UPHA committees.
- The **Utah Health Care Professions/Public Health Initiative** is bringing collaboration to a new level after having successfully competed for and being awarded a grant to assess Health Status Indicators. This is being managed by members of both UMA and UPHA.
- UPHA is actively supporting and involved with efforts centered around **Utah Health Legacy 2002 Project**. This is an effort to help the Olympic movement focus on health, wellness and fitness as an aspect of the games.
- Mark you calendars for March 26<sup>th</sup> when Dr. Victor DeNoble will discuss at a **UPHA Bi-monthly Luncheon** the dark side of the tobacco industry. (See details in this newsletter) We live during a historic time when we can have great influence on the decay of the tobacco industry and the resulting settlements that have recently occurred.
- Preliminary commitments have come in for keynotes at this years **UPHA conference to be held May 12-14 at the Salt Palace**. The agenda will likely feature keynotes such as Dr. Nancy Dickey, President of the American Medical Association; Dr. Mohammad Akhter, Executive Director of the Utah Public Health Association; Administrator Carol Browner, Head of the Environmental Protection Agency; and Dr David Satcher, Surgeon General of the United States. We are excited, thrilled and look forward to these national leaders participating in promoting public health issues in the state of the Utah.

Your Public Health Organization is alive and well. If you are not involved in any of the important public health efforts currently going on in the state but would like to be, please contact any board member or member of the executive committee and find out how you might get involved. Again, 1999 is going to be a great year for public health here in our state if **WE ALL** make it happen.

# Individual Achievement Award Winner...Sally Kershishnik

Jeanette Osguthorpe, Awards Committee Chair

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**S**ally Kershishnik, Bureau Manager for Family Health Services in the Salt Lake City/County Health Department was honored as the first recipient of the Salt Lake City/County Board of Health Individual Achievement Award. She received this honor June 4, 1998. She was selected from a pool of 12 outstanding nominees. The award evaluated outstanding achievements in a variety of areas including:

- \* initiation of a cost savings process or a revenue source
- \* advancing public health by developing new relationships with other agencies,
- \* a measurable improvement of an existing process,
- \* development and implementation of a new process or program
- \* providing an innovative contribution to public health in or outside the Health Department.

Sally has worked for the Health Department for 18 years. She started her nursing career as a public health nurse in the community and has worked in the Sexually Transmitted Disease Clinic, Immunization clinic, prenatal clinic, and as a nursing supervisor. She currently serves as Bureau Director for Family Health Services where she directs five Public Health Districts, which provide prenatal and pediatric services, an STD clinic, seven WIC clinics and a mobile WIC clinic to serve clients throughout the county. She also directs the immunization program, including six immunization clinics that administered 120,000 immunizations last year. The immunization program has increased immunization rates in children under 2 years of age who attend county clinics, from 43% to 86% during the past 2 years. Sally led the immunization rate increase through collaboration between the immunization and WIC programs. Sally has also been instrumental in advancing public health by developing new relationships with other agencies including collaborations with the University of Utah and a medical clinic for Pacific islanders.

Sally completed a Master of Public Administration degree at the University of Utah. Sally has made excellent use of her career as a Public Health Nurse and has worked in almost every clinic in the county. Sally states that working in STD clinic has been her favorite. Congratulations Sally! Your contributions to Public Health are commendable and will help to provide better health for many of our citizens!



## ***More Awards for Salt Lake City/County Health Department... An Excellent Web Site***

**Jana Carlson-Kettering**

The Salt Lake City-County Health Department (SLCCHD) web site is eight months old and already has received two awards. The Internet health search engine "Health A to Z" reviews web sites and rates them from one to five stars, with five stars indicating a superb site. The SLCCHD web site received a five-star rating late September. In early October, Digital Government, an on-line publication, awarded the site the Award of Excellence and featured it on its web site as an example of excellence. Congratulations to Communication and Web Manager Jana Carlson-Kettering and Web Master Chad Petersen for their creativity and leadership. They would like to recognize everyone who has contributed information for the site especially Ryan Sadler, Eric Edwards, Dan Kinnersley, Dan White, Ron Greene, and former employee Doug Deans. The SLCCHD site can be accessed at [slchealth.org](http://slchealth.org).

# UPHA's WEB SITE...YOUR ASSOCIATION'S WORLD WIDE WEB PRESENCE

Paul Wightman, UPHA Web Coordinator

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The UPHA Internet Web Site is a reality. Go to <http://www.upha.org> on your Internet browser and see our association's web site. The Internet Committee has been working on the site for more than a year now and have designed a site with features that try to meet the needs of the organization and its members. **Charles Brokoop, Doug Kirby, Colleen Freeze and Paul Wightman** have given the site direction and contributed to its creation and design.

## **Taking UPHA to a Broader Audience**

One purpose of the UPHA Web Site is to broadcast the association's activities to a wider audience. The World Wide Web has become a vast information and communication resource which we are trying to use to further the association's influence and exposure. Anyone interested in public health can find information and links to other Internet sources from our web site.

## **A Management Resource Tool**

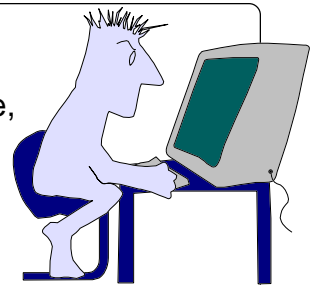
A second primary purpose of the Web Site will be to utilize Internet resources to better manage the association. Trying to "better manage" our state-wide association is always a challenge. Publishing information in a central way using the UPHA web site is becoming very useful and cost effective. Some examples are:

- **Financial reports** are now published once on the web site. Officers, board & committee chairs can view them on the Internet, saving copying and mailing costs;
- **UPHA member address list** is stored in a format which can be printed directly from an internet browser onto laser printer labels, saving time on mailings; and
- **1999 UPHA conference plans** will be collaborated through our web site this year. The conference planning committee can enter speaker and session information from their offices or homes. The information is centrally collected and published. We also plan to collect conference registration information over the web again this year.

So, come visit our web site at <http://www.upha.org> to see what this article tries to describe. Make a bookmark or include in your list of favorite sites on your browser and visit the site often.

## ***Current UPHA Web Site Features***

- ☞ **Public Health News** - consisting of initiatives, our Public Health Pulse, links to other public health organizations, etc.
- ☞ **Conference Information** - containing plans for the 1999 Conference, Planning Committee site, and information on last years conference.
- ☞ **Membership Information** - including, a printable membership form, rates, etc.
- ☞ **List of Leaders - Officers and Board Members** - with links to his or her e-mail address, phone number, and address.
- ☞ **Web Pages for each Committee** - which include links to the e-mail address of the chair, list of committee members, plans, reports, and budget information.



***This really is YOUR association's site, so your suggestions are welcome on how the UPHA web site can better serve your needs as a member. Just click on any of the e-mail links on the web site (usually at the bottom of each page) or call Paul Wightman, our current Web Coordinator, at (801) 538-6335 or send him an e-mail at [pwightma@doh.state.ut.us](mailto:pwightma@doh.state.ut.us).***

# Utah Health Legacy 2002 Project Still On the Move

Brad Neiger, Ph.D., CHES

UPHA continues to play an active role in the Utah Health Legacy 2002 Project. Dr. Brett Lazar (Weber-Morgan Health Department) who chairs UPHA's strategic planning committee has temporarily shifted the committee's focus to more fully support the project and has participated in various levels of program development and decision making.



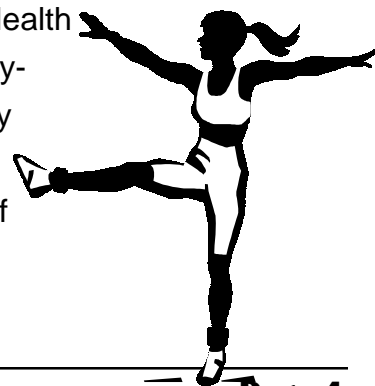
According to Lazar, "Health Legacy 2002 is designed to personalize the Olympic experience by promoting improved fitness among the citizens of Utah." The target of the project will be adults 18 years of age and older. Current Behavioral Risk Factor Surveillance data indicate that over 50% of adult Utahns are physically inactive with a downward trend evident since 1994.

Tentative plans include opportunities for Utahns to perform fitness self-assessments and receive information on improving their fitness through an interactive Internet web page. Participants will also be encouraged to register for the program electronically and log their participation in the same manner.

Physical activity courses will be designated in various communities throughout the state as "Olympic miles," while markers will be placed throughout these courses to designate distances and to provide information about health and physical activity. Alternative "venues" will be developed to accommodate a wider range of physical activity interests and abilities. Participants will receive individual messages of encouragement electronically and in other ways, and both individuals and communities will be recognized through an incentive and awards process for participation in the program.

Health Legacy 2002 is a collaborative effort under the direction of the 2002 Olympic Organizing Committee. The committee recently hired Jana Carlson-Kettering, the Public Information Officer at the Salt Lake City-County Health Department to coordinate project activities. Carlson-Kettering will begin work on the project shortly after the beginning of the new year on a shared basis with the Health Department. Her work in public health and previous employment experience in television will provide tremendous direction and expertise.

Partner organizations include the Utah Public Health Association, the Utah Department of Health, the Local Health Officers Association, the Utah Medical Association, the Governor's Council on Health and Physical Fitness, the Utah Nurses Association and the Utah Health Care Association. The Organizing Committee is in the process of identifying and securing corporate sponsors to assist in this work and to possibly expand the scope of the work to nutrition, preventive services and safety. As the project takes clearer form, UPHA will keep members apprised of opportunities to participate in the success of the program.



# *Guest Editorial:* Rolayne Fairclough American Automobile Association (AAA)

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## Utah Legislators Need You...Public Health Experts!

Each year Utah's legislators consider many proposals dealing with the health issues that public health professionals address every day. This year will be no exception. A standard seat belt bill (Senate Bill 6) and a graduated driver licensing bill are among the many pieces of legislation to be considered in the 1999 session.

If passed into law, each of these bills will make a difference in our state. The standard seat belt bill would strengthen Utah's existing seat belt law by making a violation a primary offense. This means that law enforcement officials would be able to stop a vehicle and issue a citation for any seat belt violation. The graduated driver licensing bill would require new drivers to complete specific stages or steps before being issued a non-restricted driver's license.

As public health practitioners, you know the facts, the needs, the reality of the existing programs and problems associated with motor vehicle crashes and fatalities. Your expertise is extremely valuable in helping legislators realize the importance and understand the facts of public health issues such as these.

When bills are presented to legislative committees and testimony is heard, the proponents do their best to present a solid, complete picture of the need and what the bill does to correct the problem. Often, with bills such as the standard seat belt and graduated licensing, someone will call a legislator or come in with an isolated or exaggerated claim. Many times, this unsubstantiated evidence is given equal credibility with the expert testimony and this is reflected in the voting. Your professional, public health input on motor vehicle injuries and fatalities, can give the expert testimony the weight it deserves in the legislative process.

The legislators are extremely busy and they look to experts for assistance when they make their decisions each day. Public health professionals can be of great help to them with health and safety issues. The process is relatively simple:

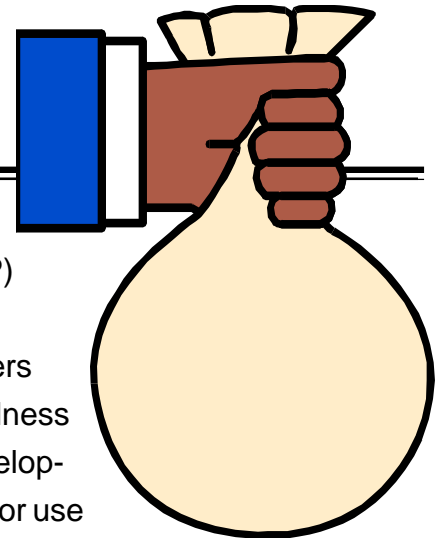
- Contact your local legislators by phone.
- Introduce yourself as a constituent and explain what you do for public health. Give the legislator a brief description of the local needs.
- Tell the legislator what problem the proposed legislation is designed to solve, how it will do it, and the benefits which could logically be expected if the legislation passed.
- Offer to be a resource to the legislator - someone he/she can call on at anytime to receive information or opinions on health issues.
- Give him/her your telephone numbers - office and home- and encourage him/her to call if they have questions.
- Follow-up the call with a letter restating the substance of your telephone conversation and your telephone numbers.
- Call back during the legislative session with updated material and other assistance.

Putting yourself in this role is a responsibility but the benefits of solid, factual information given directly to the legislators are tremendous. If you need fact sheets or information on either of these pieces of legislation, please contact the AAA Utah Office at (801)364-5615.

***Rolayne Fairclough is the Public Affairs/Legislative Analyst for the American Automobile Association, Utah Office. She has several years of experience working as a highway and traffic safety advocate. She recently served as a member of the 1998 Highway Safety Legislative Task Force where she assisted with the development of the 1999 Standard Seat Belt Bill.***

# Grant Awarded to UPHA/UMA

Joyce Gaufin, Past President



The Utah Health Care Professions/Public Health Initiative was awarded one of 19 Cooperative Actions for Health Program (CAHP) Grants on October 1, 1998. As charter members of the Initiative, UPHA and the Utah Medical Association are the co-project managers for the grant. The project is entitled, "Assessing the Use and Usefulness of Health Status Indicators at the Local Level," and will focus on developing a collaborative model of community-based outcome measures for use in Healthy People 2010. Three local health departments will be selected to participate in the project, and a coordinating group is formulating the plans for a series of related public health papers and discussion groups. The Scott M. Matheson Center for Health Care Studies will manage the bulk of the project.

CAHP is part of the Medicine and Public Health Initiative, a project founded by APHA and the American Medical Association. According to APHA, 61 applications were received, and the screening process was very competitive. According to Beth Drabant, MD, MPH, CAPH Director, " (the CAPH program) is trying to translate the theory of collaboration into real programs that have a positive impact on communities." Anyone interested in tracking the progress of Utah's CAHP program can check the Medicine and Public Health Web Site at "www.sph.uth.tmc.edu/mph", or contact Joyce Gaufin, (801) 538-6422. Watch for a link to the UPHA web page, "www.upha.org," coming soon.

Visit the UPHA Web Site at

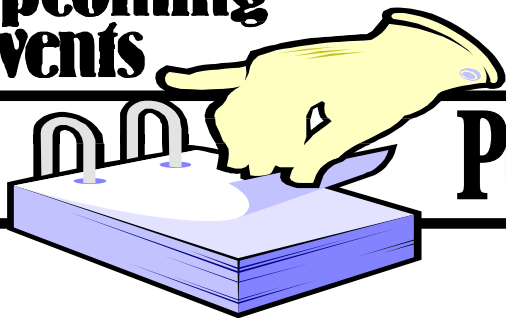
**www.upha.org**



## ***Please Help UPHA Awards Committee***

*The UPHA Awards committee would like to recognize other UPHA members who have received awards. If you know of anyone who has received special recognition or a special award, please contact Jeanette Osguthorpe, UPHA Awards Committee Chairman at (801) 963-7310 or Fax (801) 967-4442.*

# Upcoming Events



## Public Health Calendar

### February

- UPHA Board Meeting Feb 4
- American Heart Month
- National Children's Dental Health Month
- National Child Passenger Safety Week  
Feb 14-20
- Utah SAFE KIDS Conference  
SLC, Feb 23

### UPHA Annual Conference

**May 13-14th**

*Pre-Conference Workshop May 12th*

**Salt Palace Convention Center**

**Watch for more information**

### January

- UPHA Board Meeting Jan 7
- National SAFE KIDS Conference  
Washington DC Jan.9-13
- March of Dimes Birth Defects Prevention  
Month
- National School Nurse Day Jan 27
- Utah Diabetes Conference

### March

- UPHA Board Meeting March 4
- National Nutrition Month
- National School Breakfast Week  
March 1-5
- Children and Healthcare Week  
March 14-20
- National Poison Prevention Week  
March 21-27
- World TB Day March 24
- UPHA Bi-Monthly Luncheon March 26

### UPHA Bi-Monthly Luncheon - March 26th

Save March 26 from 11:30- 1:00 p.m. for a UPHA Bi-Monthly Luncheon. The featured speaker will be Victor J. DeNoble, Ph.D. Dr. DeNoble, a former Philip Morris Tobacco Industry Scientist, will be talking about "Inside the Dark Side." He will discuss his experience as one of the first industry "whistle-blowers" who punched holes in the wall of secrecy surrounding smoking research. This presentation will be open to all members of UPHA and other public health professionals. Watch future UPHA Public Health Pulse editions for details, location, etc. Dr. DeNoble's visit is being sponsored by Glaxo Wellcome, Inc.

### Deadline for APHA

#### Abstracts

The American Public Health Association Annual Meeting will be held November 7-11, 1999 in Chicago, Illinois. Deadline for submitting abstracts is February 3, 1999. Abstracts are being handled electronically this year; check out the APHA Homepage for information, "www.apha.org".

### Do You Have a Date?

The *Public Health Pulse* Editorial Board would like to include important public health dates and events in future newsletter editions. Please submit any April, May, and/or June dates and events by April 1 to Todd Barson (435)752-1799 or [tbarson@state.ut.us](mailto:tbarson@state.ut.us) for inclusion in the Spring 99 edition.



## **Public Health Pulse**

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**Utah Public Health Association**  
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Opinions expressed in the  
**Public Health Pulse** may not  
reflect the official position of  
UPHA.

**President:** Lloyd Berentzen

### **Editorial Board:**

Todd Barson  
LaDene Larsen  
Joyce Gaufin

The editors of **Public Health Pulse** welcome articles from UPHA members on important public health issues. If you have a story idea, please contact Todd Barson (435-752-1799 ext 104), LaDene Larsen (801-538-6141), or Joyce Gaufin (801-538-6422).

## **Award Nominations**

HEY! All you UPHA Members -- It's time again to be thinking about Awards. Nominate one of your Colleagues for the Theodore Bruce Beatty Award or submit recommendations to the UPHA President for the President's Award - "The Heart and Soul of Public Health"! Nominations will be accepted for 1999! Recognize and Honor one of our valuable UPHA members.

If you would like to be part of the awards or selection committee or if you have someone in mind to nominate contact--

### **Jeanette Osguthorpe**

Awards Committee Chair

4535 South 5600 West

West Valley City, Utah 84120

Phone: (801)963-7310

Fax: (801)967-4442

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## **Editor's Note:**

Do you have a public health issue you want to address in the **Public Health Pulse**? If the answer is yes, contact a member of the Editorial Board. Comments, articles, guest editorials, and timely public health information are always welcome.

Submission deadlines for future editions of the **Public Health Pulse Newsletter** are:

- 99 Legislative Edition: Feb. 1st
- Spring 99 Edition: Apr. 1st
- Summer 99 Edition: June 1st



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# **NOMINATION for BEATTY AWARD**

*The Beatty Award is the most distinguished award given by the UPHA. It is presented to a UPHA member in good standing, who has made a significant contribution to public health in Utah. To nominate someone for this award, please briefly answer the following:*

- 1. Name of individual to be considered for Beatty Award:**
- 2. List the health programs in Utah with which this person has been involved:**
- 3. Name any achievements beyond the requirements of his/her work assignment:**
- 4. Briefly describe the individual's service and involvement in UPHA:**
- 5. List any community activities or volunteer involvement not mentioned above:**
- 6. How many total years has the individual worked in public health?**
- 7. Any other comments about why this person deserves a special award (may include degrees obtained, special courses completed, publications, etc.):**
- 8. Name of individual or group supporting this nomination:**

**Telephone #**

*Please submit nominations to Jeanette Osguthorpe at Ellis Shipp Public Health Center, 4535 SO 5600 W, WVC 84120 by 4/14/99. For more information call (801) 963-7310.*